The Influence of Green Marketing on Purchase Behaviour

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Keywords: Green Marketing, Green Product, Purchase Behaviour and Structural Equaion Model.

Abstract: This study aims to analyze the influence of Green Marketing on students' purchasing decisions in using green product. The method used in this study is an explanatory survey with data collection techniques through interviews and questionnaires. The collected data is then analyzed by using Structural Equation Model (SEM). The population is a student use green produc (Packaged tea drink Returnable Glass Bottling (RGB) amounted to 160. The results from the study indicate that green marketing had a positive effect on the purchase order .This finding implies that to increase buying interest and decision Purchase of tea drinks in RGB packaging can be done through a green marketing strategy.

1 INTRODUCTION

Green customer is a socially conscious consumer who considers the social consequences of his or her purchasing power to bring about social change. (Webster, 1975). Green consumer is defined as a conscious and interested consumer of ecological issues, & nbsp; having environmental benefits can be recycled, and sensitive to ecological concerns. (Soonthonsmai, 2007 in nizam (2014), Mostafa, 2007). The purchase of green products is the purchase of environmentally friendly products and avoids products that disturb the environment (Chan, 2001).

Goods categorized as green products are recyclable paper products, products not tested on animals, environmentally friendly detergents, organic fruits and vegetables, eco-friendly aerosols and energy-efficient products. This product is often referred to as a sustainability product. Go Green has four general principles: Reduce, Reuse, Recycle and Replace (Anonymous, 2013). One of the go green in Indonesia is as do the producers of drinkable beverages in a glass bottle (returnable glass bottling), where glass bottles can be packaged to repack after the product is consumed (recycle).

This concept is included in reverse logistics or green supply chain that can help reduce the impact of environmental pollution on plastic waste. One of the ready-to-drink drink products packaged in returnable glass bottling (RGB) is tea. This RGB packaged tea drink can be classified as an environmentally friendly product. The characteristics of environmentally friendly products are using safe, non-toxic, recyclable components and using environmentally friendly packaging to reduce the negative impact of product consumption of the environment (Shamdasami et al., 1993 in Sumarsono and Giyatno, 2012).

Community consumption of green products can help save the environment from pollution. Low awareness of the community led to tea drink manufacturers in RGB packaging convert almost all packaging products to plastic bottles because it is considered more desirable. This certainly has implications on the increasing plastic waste pollution, so it takes a marketing strategy that can revive people's interest to consume tea drinks in RGB packaging. Consumer behavior is a process that happens to consumers when deciding to buy, what to buy, when and how to buy it. Thus, it can be concluded that consumer behavior is a continuous process (Ma'ruf, 2005).

Green marketing is becoming a major trend in today's business world but this trend is still new in Asian countries such as Malaysia (Wahid et al., 2011). Currently, Asian Countries is a major target market by international marketers due to increased environmental awareness and consumer purchasing power of Asia (Noor & Muhammad; 2012). In addition, consumer and industry behavior and practices in production and markets have also changed due to increased awareness of environmental issues (Barber et al., 2012). However, local and international marketers face difficulties in developing adequate and effective marketing strategies caused by

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lack of information related to green purchases from consumers in the country (Aman et al., 2012). Because of the experience, Malaysia's green marketing strategy has been adopted from western countries since factors that influence the behavior of green purchases in Malaysia that were not identified in the past (Shahnaei, 2012).

However, Shahnaei (2012) and Chen and Chai (2010) studies show that there is no gender difference in green purchasing behavior among Malaysian consumers. Previous studies by Noor and Muhammad (2012) suggest that the intensity of green purchasing behavior does not encourage Malaysian consumers. There are only 30 percent of 616 respondents from Malaysia who have experience in buying green products. This situation indicates that additional efforts are needed to improve Malaysian consumers and consumers; Consumption of green products

This study aims to analyze the influence of green marketing on the decision of purchasing green products by using green marketing concept approach as a marketing strategy for green products. Green marketing is term used to identify concerns about the environmental consequences of diverse marketing activities (Cateora and Graham, 2007). Green marketing objectives include developing safer and green products, minimizing raw materials and energy waste, reducing environmental obligations and increasing cost effectiveness by meeting environmental regulations to be recognized as good companies (Heizer and Render, 2006).

2 METHODS

The variables in this study are from Green Marketing (X) and Purchase Decision (Y). The indicator of Green Marketing consists of Policy of green product design, Pricing of Green Product, Distribution with Green Criteria, and Green Publicity and Green Sponsoring. Purchase Decision includes; Actual Decision and Purchase Frequency.

The number of respondents in this study were as many as 160 respondents. Respondents who will be the object of research is the consumer beverage tea in RGB packaging that has been aged over 18 years in the city of Bandung. Respondents of that age often purchase products and they can also make informed purchasing decisions from a wide range of product choices. Therefore they are expected to understand the concept of green marketing and green products so as to be more concerned about environmental issues when making a purchase (Juwaheer, 2012).

Characteristics of respondents include gender, age, last education, occupation, income or allowance and marital status. Respondents who consumed more tea beverages in RGB packaging were female female customers, with age group 21-25 years old, students and had income Rp. 1,000,000.00. Women tend to have a gentle, caring, nurturing, environmentally caring and sympathetic nature. Students with age range 21-25 years old are young and productive. At that age many respondents work and socialize with peers and interact with various media, to quite easy to accept and understand environmental issues.

The method used in this study is an explanatory survey with data collection techniques through interviews and questionnaires. The collected data is then analyzed by using Structural Equation Model (SEM). The SEM method has the advantage of being able to perform two analyzed simultaneously (testing the relationships of unobserved concepts and the relationships therein and calculating the measurement error in the estimation process). The research framework and identification of latent variables and indicators can be seen in Figures 1 and Table 1.
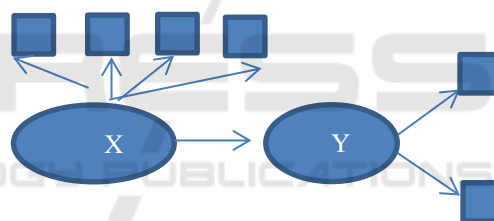

Figure 1: Structural Equation Model Research

3 RESULTS AND DISCUSSION

Based on the results of the study, the results are shown in Table 1.

Equation 1 on table 1, that shows the influence of green marketing indicators. Based on the loading factor, it can be seen that the indicators that measure the green marketing variables from the highest to the lowest consecutively are pricing of green product (X_{11}), green publicity and green sponsorship (X_{12}), distribution with green criteria (X_{13}) and policy of Green product design (X_{14}) with each value of 0.867; 0.778; 0.634; And 0.516.

Variable *Green Marketing* (X)

$$X_1 = 0.516X_{11} + 0.867X_{12} + 0.634X_{13} + 0.778 X_{14} \quad ....(1)$$

$$X_{11} = 0.516 X + 0.238 e_1$$
$$X_{12} = 0.867 X + 0.178 e_2$$
$$X_{13} = 0.634 X + 0.269 e_3$$
$$X_{14} = 0.778 X + 0.182 e_4$$

Variable Purchasing Behaviour (Y)

$$Y_1 = 0.668 Y_{11} + 0.637 Y_{12} \quad ....(2)$$

$$Y_{11} = 0.668 Y_1 + 0.355 e_1$$
$$Y_{12} = 0.637 Y_1 + 0.511 e_2$$

Relationship	Estimate	SE	CR	P	Label
$Y \rightarrow X$	1.888.	295	6.411	***	(***)

Price (price) has the most influence among other green marketing indicator because consumers are still very sensitive to price. Until now, as an eco-friendly product, the price of tea drinks in RGB packaging is cheap. A total of 46.9% of respondents agreed that tea beverage prices in RGB packaging rational and as much as 36.6% of respondents quite agree that the price in accordance with consumer expectations. If the price becomes expensive, not necessarily consumers will still want to buy because only about 30.6% of respondents who are willing to pay more expensive for environmentally friendly products. Price is one determinant of the success of a company because the price determines how much profit the company will get from the sale of its products (Kotler and Gary, 2012).

Equation 2 on Table 1 showed the effect of purchasing decision-making indicators. Based on the loading factor it can be seen that the indicator measures the purchase decision variables is actual decisions (Y_{11}) of 0.668 and 11 frequency of purchase (Y_{12}) of 0.637. Actual decision which means the willingness of consumers to buy environmentally friendly products considering environmental health is considered more able to reflect the actual purchase decision of the product. The frequency on new purchases can be measured after the consumer shows his willingness to buy and consume the product.

Green Marketing (X1) has a significant and positive effect on Purchase Decision (Y1). This indicates that the increasing ; increasing of Green Marketing, Purchasing Decision will also increase The concept of green marketing consists of four aspects: policy of green products design, distribution with green criteria, pricing of green products, green publicity and green sponsorship. An environmentally friendly product is not only seen from its product content but also from its packaging and distribution system. Eco-friendly products also need to be supported with product attributes that show their eco-friendly side, such as eco-friendly certificates or ecolabel certificates. It also needs to be supported with promotional activities that are also environmentally themed. These efforts serve to inform the public and more convincing people about the environmentally friendly products offered so that it can ultimately affect their purchasing decisions.

Based on the results of research, the results obtained that green marketing; Have a positive and significant effect on purchasing decision. Thus, tea drink manufacturers in RGB packaging can use green marketing strategy to attract consumer buying interest so as to improve consumer purchase decision. Green marketing strategy that can be done can adopt green marketing strategy developed by Ginsberg and Bloom (2004) that is policy of green product design, pricing of green product design, distribution with green criteria, and green publication and green sponsoring

Policy of green product design. Producers can increase the freshness and nutritional content of tea drinks in RGB packaging, designing RGB packaged tea beverages simply, attractively and can communicate itself as an environmentally friendly product and contain information on the benefits it contains, designing packaged tea beverages in RGB packaging with friendly label Environment (ecolabelling) and standardize and certify tea beverages in RGB packaging as an environmentally friendly environmental friendly product.

Pricing of green product design, manufacturers can make several efforts such as Provide a logical, affordable price and in accordance with the benefits obtained, provide a cheaper price than tea drinks are not packaged in RGB and provide discounts for tea drinks in RGB packaging in large quantities.

Distribution with green criteria, manufacturers can provide special display (Refrigerator / refrigerator) for RGB tea beverage sales, reproducing special display (refrigerator / refrigerator) for tea beverage sales in RGB packaging, ensuring the availability and completeness of products in each RGB tea beverage sales outlet, improving distribution channel performance into And outside the factory to ensure the ease of consumers getting tea drink in RGB packaging.

Green publication and green sponsorship, producers can do the promotion of tea drinks in glass bottles as environmentally friendly products in various media (television, newspaper, website, etc.) Tea beverage advertisement in glassy glass bottle Noodles and educate environmental concerns to consumers, organize eco-friendly events as a means of promoting eco-friendly products, providing

information on tea drinks in glass bottles as environmentally friendly products in every sales outlet, making factory visits to consumers in an effort to demonstrate friendly production environment. Consumers who care about the environment will prefer products that have health and safety (environmentally friendly) insurance. Consumers can see certification on product packaging. Product promotion strategy as an green product through various media, event, held factory visit, is also an effort to increase public knowledge about existence of product as green product,

4 CONCLUSIONS

Based on the results of previous findings are expected to be an input in increasing buying interest and purchasing decisions of tea drinks in RGB packaging. Strategies that can be expressed through green marketing strategy. Thus, environmentally friendly RGB packaging can compete with OWP packaging (such as PET bottles) that are increasingly prevalent today. For further research it is necessary to examine the variables that influence purchasing decisions such as attitudes, knowledge and marketing mix. In addition, research needs to be done in relation to reverse supply chain and value chain in beverages in glass bottles and tea beverages in OWP packaging.

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